What is claimed is:

1 1. A method for automatically constructing a customized associate web site, comprising:

2 receiving presentation preferences;

3 receiving via an intuitive graphical user interface associate data uniquely describing the

4 associate;

5 assembling the presentation preferences and associate data, thereby creating a customized

6 web site;

7 presenting a preview of the customized web site; and

8 publishing the customized web site.

2. A method according to claim 1 wherein the step of receiving presentation preferences

includes receiving a selection from among a set of presentation preferences predefined by a firm

affiliated with the associate.

3. A method according to claim 1 wherein the step of receiving associate data includes

2 receiving a selection of pages to include in the web site.

1 4. A method according to claim 1 wherein the step of receiving associate data includes

2 identifying pages which must be included in the web site.

1 5. A method according to claim 1 wherein the step of receiving associate data includes

2 identifying the order of pages to display.

1   6.   A method according to claim 1 wherein the step of receiving associate data includes

2   identifying information blocks to display on a page of the web site.

1   7.   A method according to claim 6 wherein the step of receiving associate data further

2   includes receiving formatting instructions regarding information blocks to display on a page of

3   the web site.

1   8.   A method according to claim 1 wherein the step of receiving associate data includes

2   identifying the order of information blocks to display on a page of the web site.

1   9.   An apparatus for automatically constructing a customized associate web site, comprising:

2   means for receiving presentation preferences;

3   means for receiving via an intuitive graphical user interface associate data uniquely

4   describing the associate;

5   means for assembling the presentation preferences and associate data, thereby creating a

6   customized web site;

7   means for presenting a preview of the customized web site; and

8   means for publishing the customized web site.

1   10.   An apparatus according to claim 9 wherein the means for receiving presentation

2   preferences includes means for receiving a selection from among a set of presentation

3   preferences predefined by a firm affiliated with the associate.

1   11.   An apparatus according to claim 9 wherein the means for receiving associate data

2   includes means for receiving a selection of pages to include in the web site.

1   12.   An apparatus according to claim 9 wherein the means for receiving associate data

2   includes means for identifying pages which must be included in the web site.

1   13.   An apparatus according to claim 9 wherein the means for receiving associate data

2   includes means for identifying the order of pages to display.

14.   An apparatus according to claim 9 wherein the means for receiving associate data

includes means for identifying information blocks to display on a page of the web site.

15.   An apparatus according to claim 14 wherein the means for receiving associate data

further includes means for receiving formatting instructions regarding information blocks to

display on a page of the web site.

1   16.   An apparatus according to claim 9 wherein the means for receiving associate data

2   includes means for identifying the order of information blocks to display on a page of the web

3   site.

1   17.   An apparatus for automatically constructing a customized associate web site, comprising:

2   a processor;

3   a memory connected to said processor storing a program to control the operation of said

4   processor;

5   the processor operative with the program in the memory to:

6   receive presentation preferences;

7   receive via an intuitive graphical user interface associate data uniquely describing

8   the associate;

9   assemble the presentation preferences and associate data, thereby creating a

10   customized web site;

11   present a preview of the customized web site; and

12   publish the customized web site.

18.   An apparatus according to claim 17 wherein the processor is further operative with the

program in memory to receive a selection from among a set of presentation preferences

predefined by a firm affiliated with the associate.

1   19.   An apparatus according to claim 17 wherein the processor is further operative with the

2   program in the memory to receive a selection of pages to include in the web site.

1   20.   An apparatus according to claim 17 wherein the processor is further operative with the

2   program in the memory to identify pages which must be included in the web site.

1 21. An apparatus according to claim 17 wherein the processor is further operative with the

2 program in the memory to identify the order of pages to display.

1 22. An apparatus according to claim 17 wherein the processor is further operative with the

2 program in the memory to identify information blocks to display on a page of the web site.

1 23. An apparatus according to claim 22 wherein the processor is further operative with the

2 program in the memory to receive formatting instructions regarding information blocks to

3 display on a page of the web site.

1 24. An apparatus according to claim 17 wherein the processor is further operative with the

2 program in the memory to identify the order of information blocks to display on a page of the

3 web site.

1 25. A computer-readable storage medium encoded with processing instructions for

2 implementing method for automatically constructing a customized associate web site, the

3 processing instructions for directing a computer to perform the steps of:

4 receiving presentation preferences;

5 receiving via an intuitive graphical user interface associate data uniquely describing the

6 associate;

7 assembling the presentation preferences and associate data, thereby creating a customized

8 web site;

9   presenting a preview of the customized web site; and

10   publishing the customized web site.